

ART SPECIFICATIONS:

Design Tips...

Simplicity

Use only 3 elements
Memorability and attention
6 second view time

Legible Fonts

Do not use weak, illegible fonts
Do not use oddball hard to read fonts
Do not use fonts with too much contrast
between thick and thin strokes

Short copy

Since the display is seen at a distance
Simplicity and brevity are needed
with the viewer in motion.

Strong Contrast

Warm colors should be placed
at points of emphasis

Cool colors in more
subordinate positions

Photographs may lack
Impact or definition

Proper use of silhouette

Used properly, silhouettes
transmit ideas more rapidly
and at greater distances

Large Illustration/Photograph

Use only one large illustration
or photograph

Close cropping and exaggerated
points provide mass and impact

COMPATIBLE SOFTWARE

FreeHand MX (or earlier version)
Illustrator CS 3 (or earlier version)
Photoshop 3 (or earlier version)

ACCEPTABLE FORMATS

Original Format of the software listed above.

EPS

TIF

PDF

*NOTE: When using Photoshop elements in Freehand or Illustrator
DO NOT EMBED! Save them as links and send along with the finished file.

ACCEPTABLE MEDIA

100 MB ZIP DISK

CD ROM

DVD ROM

Via E-mail: mhaugen@haugengraphics.com (if file is less than 10 MB)

FTP (over 10 megs) Our ftp site is: ftp://ftp.haugengraphics.com/

user: haugen

password: graphics

The user name and password is case sensitive.

Please email file name uploaded to FTP site to mhaugen@haugengraphics.com upon completion.

SCALE / LIVE & BLEED AREAS

Products can be designed at full size or any proportionate scale you prefer.

Please let us know when submitting art the scale you have designed in.

At full size Photoshop links will need to be 56 dpi. (112 dpi at 1/2 size, 224dpi 1/4 size ect.)

Certain products may require a template for design purposes. Please ask your sales
representative if a template is required for the product you are designing for.

COLOR (INCLUDE ONE OR MORE OF THE FOLLOWING TO ENSURE COLOR MATCHING)

PMS colors, Color Laser Copy, Matchprint, Original Photos, or Written
color instructions.

*NOTE: Exact PMS color matching is not technically possible with four-color process.

A quality color proof printed off the press on the actual substrate to be used, can be
requested for final approval prior to printing.

PHOTOSHOP LINKS

If using a low resolution FPO, include high resolution scan saved at
the exact same height and width but lower DPI to insure that it drops
in at the same size as the original. All photoshop work must be saved
as CMYK.

FONTS

Include printer and screen fonts on disk or ftp site when unable to convert
to paths or outlines.

QUESTIONS OR CONCERNS?

Feel free to contact the graphics department, Via phone or E-mail.